Box Influence on Merit Kings Regular Soft Pack (Total U.S.)

	Merit Kings Box	Total Merit Kings
Base Period (5 Mos. 1984)	0	1.68
Estimated 12 Month Share	~~0.36~~ .40	~~1.92~~ 1.95
Variance Vs Base	~~+.36~~ +.40	~~+.24~~ +.27
% Contribution	14%	
% Cannibalization	33%	

MEDIA: $12MM → $24MM

→ MARKET | TOTAL US

	MERIT BOX	TOTAL MERIT KINGS	MERIT BOX	TOTAL MERIT KINGS
BASE	—	1.88	—	1.68
EST 12MO SHARE	.6	2.24 (+.36)	.4	1.95
VAR V. BASE	+.6	+.36		+.27
% CANNIBALIZATION		40%		33%
% CONTRIBUTION		16%		14%
EST. VOLUME	1.70	1.0	2.20	1.506
NOV/DEC LOAD	.170		.400	

$2.01MM | $11.83/M = | 11.83MM | 26.03MM | $4.73MM | $11.83/M = | 17.7MM

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Source: https://www.industrydocuments.ucsf.edu/docs/zsnn0004

	Top 19 ~~Box~~ Opportunity Markets	30 Box Markets	Total US
Merit SDI	94	112	100
Total Box SDI	149	138	100

Est. Share	0.49 (.5)		0.61 (.6)		0.36 (.4)
Est. Vol. (000,000)	1,035	1.0b.	1,700		2,156 2.2b.
	-40%		-40%		-33%
		0.6bn		1.0b.	1.5b.
% Ind	35.3		46.5		100

Assumptions: From Merit Kings Box Experience

- 14% Contribution to Total Merit Kings (Not of Cannibalization)
- 33% Cannibalization From Merit Kings Reg. SP
- Relative Strength of Merit Kings and Total Box will directly affect Merit Kings Box Share

SDI's (Emos)

	Merit	Box
19	94	149
11	143	118
30	112	138

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ML 100 Box+

1 275

2 144

419

Nov/Dec Load-in = 400

Source: https://www.industrydocuments.ucsf.edu/docs/zsnn0004